

WHAT IS CLAIMED IS:

1           1.       A computer-implemented method of initiating an action upon exit  
2 from a web site, the method comprising:  
3           accessing the web site using a first browser executing on a user system;  
4           upon accessing the web site, performing processing at the user system to  
5 periodically monitor if the first browser has exited the web site; and  
6           initiating the action upon determining that the first browser has exited the  
7 web site.

1           2.       The method of claim 1 wherein initiating the action comprises:  
2           communicating a message from the user system to a server indicating that  
3 the first browser has exited the web site;  
4           in response to the message, receiving a form at the user system from the  
5 server; and  
6           outputting the form via the user system.

1           3.       The method of claim 1 wherein initiating the action comprises:  
2           communicating a message from the user system to a server indicating that  
3 the first browser has exited the web site, the message including information related to a  
4 user of the first browser and information related to activities performed by the user at the  
5 web site;  
6           in response to the message, receiving a form at the user system from the  
7 server, wherein the form is personalized for the user based upon the information included  
8 in the message; and  
9           outputting the form via the user system.

1           4.       The method of claim 1 wherein accessing the web site comprises  
2 accessing a first web page stored by the web site using the first browser.

1           5.       The method of claim 4 wherein performing processing at the user  
2 system comprises:  
3           opening a second browser on the user system;  
4           loading a second web page from the web site into the second browser; and  
5           initiating a timer on the user system, the timer configured to generate a  
6 signal at periodic time intervals.

1 6. The method of claim 5 wherein the second browser is minimized.

1 7. The method of claim 5 further comprising:  
2 in response to the signal periodically generated by the timer:  
3 monitoring user activities performed by a user of the first browser  
4 at the web site; and  
5 determining if the first browser has exited the web site.

1 8. The method of claim 7 wherein monitoring the user activities  
2 comprises:  
3 collecting information related to the user; and  
4 collecting information related to activities performed by the user at the  
5 web site.

1 9. The method of claim 8 wherein initiating the action upon  
2 determining that the first browser has exited the web site comprises:  
3 generating a form for the user based upon the information related to the  
4 user and the information related to the activities performed by the user at the web site;  
5 and  
6 outputting the form to the user via the user system.

1 10. The method of claim 7 wherein determining if the first browser has  
2 exited the web site comprises:  
3 obtaining a reference to the first browser's window;  
4 inspecting an attribute of the first browser window using the reference to  
5 the first browser's window; and  
6 determining if an error occurred due to inspecting the attribute, the  
7 occurrence of the error indicating that the first browser has exited the web site.

1 11. The method of claim 10 wherein the attribute is a name attribute.

1 12. The method of claim 7 wherein determining if the first browser has  
2 exited the web site comprises:  
3 obtaining a reference to the first browser's window;  
4 inspecting a name variable of the first browser window using the reference  
5 to the first browser's window; and

6 determining if an exception occurred due to inspecting the name variable,  
7 the occurrence of the exception indicating that the first browser has exited the web site.

1 13. The method of claim 12 further comprising:  
2 if no exception occurred due to inspecting the name variable:  
3 inspecting a document domain attribute of the first browser  
4 window using the reference to the first browser's window; and  
5 determining if an exception occurred due to inspecting the  
6 document domain attribute, the occurrence of the exception indicating that the first  
7 browser has exited the web site.

1 14. A computer-implemented method of initiating an action upon exit  
2 from a web site, the method comprising:  
3 accessing the web site by accessing a first web page stored by the web site  
4 using a first browser;  
5 upon accessing the web site:  
6 opening a second browser;  
7 loading a second web page from the web site into the second  
8 browser; and  
9 initiating a timer configured to periodically generate a signal after a  
10 time period;  
11 in response to the signal periodically generated by the timer:  
12 collecting information related to a user of the first browser and the  
13 user's activities at the web site; and  
14 determining if the first browser has exited the web site; and  
15 initiating the action upon determining that the first browser has exited the  
16 web site.

1 15. The method of claim 14 wherein determining if the first browser  
2 has exited the web site comprises:  
3 obtaining a reference to the first browser's window;  
4 inspecting an attribute of the first browser window using the reference to  
5 the first browser's window; and  
6 determining if an error occurred due to inspecting the attribute, the  
7 occurrence of the error indicating that the first browser has exited the web site.

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1 16. The method of claim 15 wherein the attribute is a name attribute.

1 17. The method of claim 14 wherein determining if the first browser  
2 has exited the web site comprises:

3 obtaining a reference to the first browser's window;  
4 inspecting a name variable of the first browser window using the reference  
5 to the first browser's window; and  
6 determining if an exception occurred due to inspecting the name variable,  
7 the occurrence of the exception indicating that the first browser has exited the web site.

1 18. The method of claim 17 further comprising:  
2 if no exception occurred due to inspecting the name variable:  
3 inspecting a document domain attribute of the first browser  
4 window using the reference to the first browser's window; and  
5 determining if an exception occurred due to inspecting the  
6 document domain attribute, the occurrence of the exception indicating that the first  
7 browser has exited the web site.

1 19. The method of claim 14 wherein initiating the action upon  
2 determining that the first browser has exited the web site comprises:  
3 communicating the information related to the user and the user's activities  
4 at the web site to a server;  
5 receiving a form from the server, the form generated by the server based  
6 upon the information related to the user and the user's activities at the web site; and  
7 displaying the form to the user.

1 20. A computer-implemented method of performing an action upon  
2 exit from a first web site, the method comprising:  
3 accessing the first web site by accessing a first web page stored by the first  
4 web site using a first browser;  
5 outputting the first web page via the first browser;  
6 upon outputting the first web page, performing processing to periodically  
7 monitor if the first browser has exited the first web site; and  
8 performing the action upon determining that the first browser has exited  
9 the first web site.

1                   21.     The method of claim 20 wherein performing the action comprises:  
2                   communicating a message to a server indicating that the first browser has  
3     exited from the first web site;  
4                   receiving a form from the server in response to the message; and  
5                   outputting the form via the first browser.

1                   22.     The method of claim 20 wherein performing the processing  
2     comprises:  
3                   opening a second browser;  
4                   loading a second web page from the first web site into the second browser;  
5                   executing a timer configured to generate a signal at periodic intervals; and  
6                   in response to the signal periodically generated by the timer:  
7                         inspecting an attribute of the web page displayed in the first  
8     browser to determine if the first browser has exited the first web site; and  
9                         communicating a message to a server if it is determined that the  
10    first browser has exited the first web site.

1                   23.     A system for performing an action upon exit from a first web site,  
2     the system comprising:  
3                   a processor;  
4                   a memory coupled to the processor, the memory configured to store a  
5     plurality of code modules for execution by the processor, the plurality of code modules  
6     comprising:  
7                         a code module for accessing the first web site by accessing a first  
8     web page stored by the first web site using a first browser;  
9                         a code module for outputting the first web page via the first  
10    browser;  
11                         upon outputting the first web page, a code module for performing  
12    processing to monitor if the first browser has exited the first web site; and  
13                         a code module for performing the action upon determining that the  
14    first browser has exited the first web site.

1                   24.     The system of claim 23 wherein the code module for performing  
2     the action comprises:

3 a code module for communicating a message to a server indicating that the  
4 first browser has exited the first web site;  
5 a code module for receiving a form from the server in response to the  
6 message; and  
7 a code module for outputting the form via the first browser.

1 25. The system of claim 23 wherein the code module for performing  
2 processing to monitor if the first browser has exited the first web site comprises:  
3 a code module for opening a second browser;  
4 a code module for loading a second web page from the first web site into  
5 the second browser;  
6 a code module for executing a timer configured to generate a signal at  
7 periodic intervals; and  
8 in response to the signal periodically generated by the timer:  
9 a code module for inspecting an attribute of the web page displayed  
10 in the first browser to determine if the first browser has exited the first web site; and  
11 a code module for communicating a message to a server if it is  
12 determined that the first browser has exited the first web site.

1 26. A network system for initiating an action when a user exits a web  
2 site, the system comprising:  
3 a communication network;  
4 a plurality of web servers coupled to the communication network, the  
5 plurality of web servers including a first web server configured to host the web site; and  
6 a user system coupled to the communication network;  
7 wherein the user system accesses the web site by accessing a first web  
8 page stored by the web site using a first browser executing on the user system;  
9 wherein the user system, upon accessing the web-site, is configured to  
10 perform processing to periodically monitor if the first browser has exited the web site;  
11 and  
12 wherein the user system is configured to initiate the action upon  
13 determining that the first browser has exited the web site.

1 27. The system of claim 26 wherein the user system is configured to  
2 determine if the first browser has exited the web site by:



1           32.     The system of claim 27 further comprising a second server coupled  
2 to the user system, and wherein the user system is configured to initiate the action by:  
3           communicating the information about the user and user activities at the  
4 web site to the second server; and  
5           receiving a form generated by the second server based upon the  
6 information; and  
7           displaying the form to the user.

1           33.     A computer program product stored on a computer readable  
2 storage medium for performing an action upon exit from a first web site, the computer  
3 program product comprising:  
4           code for accessing the first web site by accessing a first web page stored  
5 by the first web site using a first browser;  
6           code for outputting the first web page via the first browser;  
7           upon outputting the first web page, code for performing processing to  
8 periodically monitor if the first browser has exited the first web site; and  
9           code for performing the action upon determining that the first browser has  
10 exited the first web site.

1           34.     The computer program product of claim 33 wherein the code for  
2 performing the action comprises:  
3           code for communicating a message to a server indicating that the first  
4 browser has exited from the first web site;  
5           code for receiving a form from the server in response to the message; and  
6           code for outputting the form via the first browser.

1           35.     The computer program product of claim 33 wherein the code for  
2 performing the processing comprises:  
3           code for opening a second browser;  
4           code for loading a second web page from the first web site into the second  
5 browser;  
6           code for executing a timer configured to generate a signal at periodic  
7 intervals; and  
8           in response to the signal periodically generated by the timer:



9 code for inspecting an attribute of the web page displayed in the  
10 first browser to determine if the first browser has exited the first web site; and  
11 code for communicating a message to a server if it is determined  
12 that the first browser has exited the first web site.

1 36. A computer program product stored on a computer readable  
2 storage medium for initiating an action upon exit from a web site, the computer program  
3 product comprising:  
4 code for accessing the web site by accessing a first web page stored by the  
5 web site using a first browser;  
6 upon accessing the web site:  
7 code for opening a second browser;  
8 code for loading a second web page from the web site into the  
9 second browser; and  
10 code for initiating a timer configured to periodically generate a  
11 signal after a time period;  
12 in response to the signal periodically generated by the timer:  
13 code for collecting information related to a user of the first browser  
14 and the user's activities at the web site; and  
15 code for determining if the first browser has exited the web site;  
16 and  
17 code for initiating the action upon determining that the first browser has  
18 exited the web site.

1 37. The computer program product of claim 36 wherein the code for  
2 determining if the first browser has exited the web site comprises:  
3 code for obtaining a reference to the first browser's window;  
4 code for inspecting an attribute of the first browser window using the  
5 reference to the first browser's window; and  
6 code for determining if an error occurred due to inspecting the attribute,  
7 the occurrence of the error indicating that the first browser has exited the web site.

1 38. The computer program product of claim 37 wherein the attribute is  
2 a name attribute.

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1                   39.     The computer program product of claim 36 wherein the code for  
2 determining if the first browser has exited the web site comprises:  
3                   code for obtaining a reference to the first browser's window;  
4                   code for inspecting a name variable of the first browser window using the  
5 reference to the first browser's window; and  
6                   code for determining if an exception occurred due to inspecting the name  
7 variable, the occurrence of the exception indicating that the first browser has exited the  
8 web site.

1                   40.     The computer program product of claim 39 further comprising:  
2 if no exception occurred due to inspecting the name variable:  
3                   code for inspecting a document domain attribute of the first  
4 browser window using the reference to the first browser's window; and  
5                   code for determining if an exception occurred due to inspecting the  
6 document domain attribute, the occurrence of the exception indicating that the first  
7 browser has exited the web site.

1                   41.     The computer program product of claim 36 further comprising:  
2                   code for communicating the information related to the user and the user's  
3 activities at the web site to a server;  
4                   code for receiving a form from the server, the form generated by the server  
5 based upon the information related to the user and the user's activities at the web site; and  
6                   code for displaying the form to the user.